

AMENDMENTS TO THE CLAIMS

Claims 1-7 (Canceled)

8. (New) A system for delivery of different versions of the same television program depending on viewer's information stored in viewer's receiver, comprising:

basic channels for transmitting primary versions of television programs containing commercials that may be replaced by alternative video fragments, for producing alternative versions of those television programs;

an auxiliary channel for transmitting alternative commercial components;

means for storing said alternative components at the viewer's receiver;

means for storing information relating to a viewer's demographic profile; and

means for substituting selected commercials from said storage means for commercials transmitted with the program material under control of the stored profile of viewer's demographic information.

9. (New) The system of claim 8 in which the alternative commercial segments are transmitted over a TV channel.

10. (New) The system of claim 8 including means for transmitting over a television channel the timetable file with descriptive and time/channel data relating to the commercial components of transmitted television programs.

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11. (New) The system of claim 8 wherein said means for transmitting a timetable file with descriptive and time/channel data includes such data for the commercial segments which are stored.
